

**HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS**

**Thursday, September 17, 2015
Taft Building, Suite 600
1680 Vine Street**

Officers and Directors Present

Leslie Blumberg, The Fonda
Mark Echeverria, Musso & Frank Grill
Michael Gargano, Argent Ventures, LLC
David Green, Nederlander Organization
Brian Johnson, Loews Hollywood Hotel
Evan Kaizer, Sieroty Company, Inc.
Chad Lewis, Klein Financial Corporation
John Lyons, Avalon Hollywood/Bardot
Galo Medina, Comprehensive Financial Services
Frank Stephan, Clarett West Development
Mark Stephenson, Hollywood United Methodist Church
Alyssa Van Breene, DDD-Hollywood/Gower Co., LLC
Monica Yamada, President, CIM Group, Inc.

Absent

Joseph D'Amore, CRC Entertainment Inc.
Darcy Derler-Judd, Robertson Properties Group
Jan Martin, Secretary, AMDA
John Tronson, Vice President, Tronson Investment Group

Ex-Officio Member

Leron Gubler

Staff

Kerry Morrison
Joseph Mariani
Matthew Severson
Devin Strecker
Ginnie Gallo

Guests

Camila Webb – temporary staff for HPOA

I. CALL TO ORDER – Monica Yamada

The meeting was called to order at 4:13 p.m.

II. OPEN FORUM & INTRODUCTIONS

- Devin Strecker introduced Camila Webb, who is working on the festival, to the board.

III. APPROVAL OF MINUTES

It was moved by Evan Kaiser, seconded by David Green, and CARRIED to approve the minutes from the September 1 board meeting. Unanimously approved.

IV. TREASURER'S REPORT – Kerry Morrison

- A. Gurse Schneider's first complete monthly financial report was shared with the board, although in the future, they will be given an abbreviated packet. Monica Yamada indicated that the finance committee will review the full packet on a quarterly basis. The G/S report includes an assessment tracking feature tied to each assessor parcel in the District and this information is integrated into the financial tracking each month. It was noted that each stakeholder has their own individual tracking.

It was moved by Galo Medina, seconded and CARRIED to approve the August 31, 2015 financial statement. Unanimously approved.

- B. The 2014 HPOA Taxes, form 990, was emailed by Morrison to all board members for review.

It was moved by Brian Johnson, seconded by Chad Lewis, and CARRIED to acknowledge receipt and review of the 2014 HPOA tax form 990. Unanimously approved.

V. COMMITTEE AND ACTIVITY REPORTS

- A. Streetscape and Planning – Mark Echeverria and Matthew Seversen

1. City Streetscape Projects

- a. Hollywood Western Pedestrian Safety Project – Severson reported that the LADOT project, funded by a federal Active Transportation Program (ATP) grant and matched by City Proposition C and Measure R funds, will extend from Gower to the 101 Freeway and will include bump outs, benches, bicycle racks, planters, new traffic signals, and crosswalk improvements with continental markings. The project aims to improve pedestrian safety and disabled accessibility at high-volume pedestrian crossing locations and sidewalks. The City has asked the BID to maintain new street furniture and landscaping after the initial establishment period has ended. The City will water new trees for the first year and maintain planters for the first six months. The work is slated to start the first quarter of 2017. The City will be hosting a community workshop for feedback on street furniture and landscaping selections. The BID will post notification of meeting once confirmed.

- b. SRTS (Safe Routes to Schools) is proposed for Hollywood High School to calm traffic. Included will be a mini-roundabout at Selma & Schrader, as well as a new traffic light, tree planting, and more. The work is slated to start the first quarter of 2017.

2. Punch List Projects

- a. Tree Well Inventory – At the mayor’s office directive, a dedicated “Great Streets Initiative” maintenance team will begin work on Hollywood Boulevard starting in October. The first tier of this project will be addressing sidewalk and tree well conditions. The Streetscape Committee will meet with them prior to October to coordinate scheduled activities.
- b. Ivar Street – The second of two meetings with Ivar Street stakeholders is scheduled for September 18. The meetings are focusing upon concerns about public safety, encampments and aggressive behaviors from transient individuals on that street. LAPD, BID Patrol, the City Attorney and CD-13 have been involved. In addition to public safety strategies, ideas have been generated on how to beautify the street and staff will be identifying a list of potential projects.
- c. PARK(ing) Day – This is an international event hosted by the Great Streets Initiative created by Mayor Garcetti happening Friday, September 18. Three metered parking spots in front of the Pantages Theatre will be transformed to a park-like setting with benches, tables, chairs and pet adoption opportunities. The mayor and area councilmembers will stop by to meet area residents.
- d. The Besley Triangle – The board was asked to support a resolution naming the La Brea median as Besley Triangle to commemorate Sarah Besley’s 15 years of service to the BID. The median will have two (2) unique benches at a cost of \$4,700. Additional funds will be needed for shipping and installation. Funds will come from the old BID account. Upon the board’s approval the resolution will be submitted to Councilmember O’Farrell’s office for preparation.

It was moved by Leslie Blumberg, seconded by Galo Medina, and CARRIED to support the resolution to rename the La Brea median as Besley Triangle at a cost of \$5,500. Unanimously approved.

B. Progress Report from the Ad-hoc Festival Committee – Kerry Morrison & Devin Strecker

- 1. Review of Budget – Morrison presented the board a handout with the names of the steering committee, pending sponsorships, and draft of the budget. Funds are earmarked from the HPOA Marketing Budget (\$23,000), the CHC Marketing budget (\$10,000), the HPOA temp help budget (approx. \$8,000) and \$5,000 in sponsorships to date. Venues have been identified and linked with participating artists. John Lyons was thanked for his participation and his generous offer to post event banners on Avalon’ building. Banners and signage will identify the event as well as sponsors. KCRW has become the media sponsor. Capitol

Records has been approached to assist with assigning “baby bands” to venues. Strecker is looking into the possibility of wrapping intersection trees with lights. The epicenter of the event will evolve around Selma and Cahuenga, with the Festival Hub at Space 15 Twenty. The BID is not hosting the event, but curating the experiences. Morrison is working on the event insurance. There is still a need for sponsors to cover expenses for this neighborhood-building experience.

C. Security – Kerry Morrison

1. Progress Report – “Hollywood Safe Sidewalks” Project – the Hollywood Visitors Information card with tips related to panhandling and donations to street characters and CD vendors in four (4) languages were given to the board. They were asked to reach out to hotels, their employees, and residents of their properties to place these cards. 10,000 were initially ordered with less than 5,000 left. The next order will be for 20,000. Possibilities for display suggested by board members included inside business windows, in restrooms, and on the back of seats in tour busses.
2. Homeless Issues Update – Morrison advised the board that State Representative Richard Bloom will come to the BID office with Mitch O’Farrell at 8:00 a.m. next Thursday, September 24th. A tour for the assembly member to identify the arrival of new encampments is being organized. Six property owners representing the two BIDs will be on hand to talk with him and Councilmember Mitch O’Farrell.
3. Camera at Hollywood & Las Palmas – The camera is finally installed and running as of last week. The Bureau of Street Lighting performed the necessary conduit work to power the camera.
4. SB 718 – This bill supports the right to sleep in a vehicle as long as it is parked legally. The bill passed the house and lost in the senate by only three (3) votes. Morrison proposed to the board that a letter be written noting the BID’s opposition to this bill and any similar bills in the future. A policy draft was provided to the board to review that would guide staff comments on legislations, regardless of a specific bill number.

“As longstanding promoters of permanent supportive housing and assisting homeless individuals in moving from the street and into supportive services, the HPOA moves to adopt a policy that would allow the HPOA staff to oppose any proposed legislation that would negatively affect the public realm in our district. This would include enabling individuals to use the public sidewalks and streets for living quarters, thereby impacting pedestrian and vehicular traffic from utilizing these spaces for their original intended purpose.”

It was moved by John Lyons, seconded by Chad Lewis, and CARRIED to adopt the policy that grants staff the ability to draft letters or statements opposing legislative proposals which seek to expand the ability for people to live on the streets or live in vehicles. Unanimously approved.

- D. Nominating Committee – A new slate of officers will be presented to the board in November by the committee composed of Greg Beck, Michael Gargano, and John Lyons. Board members

who are interested in serving as an officer in the coming year are encouraged to reach out to the committee.

VI. Old Business

- There was no Old Business update.

VII. New Business

- A. Request from Mayor's Office for Position on Olympics – Morrison reported that the Mayor's office had contacted her a few weeks ago asking if she could testify in favor of the LA bid to host the Olympics in 2024. She indicated the board had no position on this. At this point, it was decided to put this issue on hold until it becomes relevant again.

VIII. Staff Report

- A. BID Headquarters Office Update – Mariani thanked Evan Kaizer for all the help with the new office. In renovating the old space, many challenges were met (some unforeseen) and taken care of by Kaizer. Mariani and Severson went with D'Amore to a used office furniture company in Van Nuys to look at alternative new and used cubicles for the space. After discussing the office design and layout with the vendor it became apparent that a more "custom new option" would be needed for the HPOA. The vendor said given the short turnaround time and the customization requirements they would not be able to provide a quote in time for the order deadline. Mariani said they will be considering the vendor for lobby furniture, but given the lead time on the cubicles and when they would be needed, the staff had decided to order their furniture through the original vendor. The staff also opted to remove the lobby furniture and conference room chairs from the original quote, as better (or comparable) items could be purchased for equal or lessor value. Stackable conference room chairs with wheels have been found on Craigslist. Mariani and Severson are planning on going to look at the chairs next week. They are waiting to hear back from D'Amore's contact for the lobby furniture.
- B. 401K Fee Structure Change – Morrison was apprised by the financial services firm who advises on our 401K plan that a fee change is in the offing. She will work with board member Galo Medina to ascertain what options are available and the best course of action to take.
- C. Stanton Fellowship – Morrison has applied for the Durfee Foundation's Stanton Fellowship, intended for executives of smaller non-profits. The opportunity is to study a difficult issue, over two years, the solution to which could have a positive impact on life in the city of Los Angeles. The fellows are offered \$100,000 over two years, and the funds are used to reimburse the employer for time away, and then to cover any research or travel expenses associated with the pursuit. If accepted, Morrison will be away from the BID office for a total of three months over two years, in blocks of two weeks or more at a time. Morrison has proposed to address "People with the most severe mental illnesses left to live on the streets." If accepted, this should not affect her responsibilities for the BID, and Sarah Besley has offered to be available to

assist with filling in gaps while Morrison is away. The interviews will occur in October, if she is selected as a finalist.

- D. Public Records Requests – Morrison apprised the board of recent and continuing public records requests from Mr. Adrian Riskin.
- E. Dashboard Report – Quarter 3 – Morrison presented the Dashboard Report spreadsheet to the board showing projects ranging from Urgent/Pressing to Parked. This quarterly report shows the board all projects being worked on according to importance.
- F. Logo Redesign - Samples of logos developed by Haines & Co. were shown to the board by Strecker. The new logos will be similar in style to the *Only in Hollywood* logo. Both BIDS logos will be complimentary in order for easy identification and consistent branding. A focus group will be brought together to select the preferred style which will then be presented to the board for final approval.

VIII. Next Meeting: The next meeting will be held on October 15, 2015

IX. Adjournment: The meeting was adjourned at 5:58 p.m.